

An adjourned joint meeting of the City Council, Planning Commission, Parks & Recreation Commission, Community Design Commission, and Golf Course Committee at the Ole Hanson Beach Club, 105 Avenida Pico, Wednesday, October 24, 1984, at 7:00 P.M., Mayor pro tem William C. Mecham presiding.

CALL TO ORDER AND ROLL CALL

(City Council)

PRESENT: Council Members - DIEHL, LIMBERG, AND MECHAM  
ABSENT: Council Members - KOESTER, AND CARR

(Planning Commission)

PRESENT: Commissioners - ABRATE, KWESKIN, VEALE, AND DANIELSON  
ABSENT: Commissioners - KEMPTON

(Parks & Recreation Commission)

PRESENT: Commissioners - HEDBERG, JOHNSON, MITCHELL, AND WOHLFARTH  
ABSENT: Commissioners - ARROWSMITH

(Community Design Commission)- no quorum present

PRESENT: Commissioners - L. DAVIS, LANDEN, & STOVALL-DENNIS  
ABSENT: Commissioners - COFFIN, OLIVER, WELTON, AND T. DAVIS

(Golf Course Committee)

PRESENT: Committee Members - EINSELE, SCHAAR, AND SMITH  
ABSENT: Committee Members - SADELL, AND DUNN

Also Present: Gary E. Brown, Interim City Manager; Max L. Berg, City Clerk;  
and certain other members of the City Staff.

OPENING REMARKS

Mayor Pro Tem Mecham welcomed those present and introduced invited guests.

CHAMBER OF COMMERCE PROMOTIONAL FILM

The promotional film entitled "California's Best Kept Secret" which was arranged for by the Chamber of Commerce and paid for from City "bed tax" funds was shown, along with comments from Alex Goodman, Executive Manager of the Chamber, explaining the purpose, intent, and proposed use of the film to attract conventions, meetings, tourism, and visitors to the City.

SOFTBALL COMPLEX UPDATE

Subject: 77 - Market and Financial Analysis of Proposed Five-Field Softball Complex.

IN RE: Report from Benchmark Economics, Inc. re Softball Complex.

Public Services Director Don Duckworth introduced Robert J. Gardner, President of Benchmark Economics, Inc. who gave a comprehensive explanation of their report dated October, 1984, entitled "Market and Financial Analysis of Proposed Five-Field Softball Complex."

The specific issues addressed by the report included evaluation of the market demand for a new multi-field softball complex to serve the southern Orange County and northern San Diego County area; and analysis of whether the operating characteristics of the proposed facility generate sufficient financial return to investors and lease payments to the City to warrant its development from a real estate investment standpoint.

In summary, the results of the market analysis reveal that sufficient demand exists to support the development of at least 33 additional lighted softball fields within the San Clemente market area through the end of this decade. This finding is based upon: 1) the existing unmet demand for five lighted fields which is generated by 371 teams currently not accommodated by league play each year; and 2) projected population growth within the market which would generate the formation of at least 2,173 additional teams by 1990, the equivalent of 33 softball fields. The development of a world-class softball complex within San Clemente could reasonably capture one-half of projected demand throughout the market thereby, supporting a five-field complex within the City as early as 1986.

When viewed as a potential real estate investment, the proposed softball complex generates a sufficient cash flow to warrant its development within the financial parameters specified below. Based on inputs from softball complex managers around the country and discussions with this project's proposed developer, the program's operating characteristics generate a before-tax cash flow, after lease payments to the City and debt service coverage, sufficient to produce a 24.4 percent internal rate of return (IRR). Furthermore, based on a five percent lease rate and no equity participation, the City of San Clemente would receive \$46,618 annually from the project once it has established its market position. The net present value of this income stream is projected to equal \$353,000 over 30 years discounted at 11 percent. Indirect revenues accruing to the City's general fund from sales taxes and transient occupancy taxes are projected to total \$32,600 by the project's third year of operation.

Mr. Gardner's presentation was followed by a question and answer period.

AVENIDA DEL MAR RECONSTRUCTION AND STREETScape PROJECT

Subject: 100 - Avenida Del Mar Reconstruction and Streetscape Project.

IN RE: Presentation by Rapp & French (Landscape Architecture, Planning and Urban Design) concerning the Avenida Del Mar Reconstruction and Streetscape Project.

Utilizing slides and renderings, Jeff Fenner, representing the firm of Rapp & French gave an extensive presentation and explanation of their proposal and design concept for the Avenida Del Mar streetscape project in connection with the reconstruction of Avenida Del Mar, and requested reaction and input from those present which will give them guidance in furthering refinements of the final design. In presenting an overview of the design concept it was noted the goal was to give Avenida Del Mar an attractive character, a unified identity, and a pedestrian oriented shopping area by the utilization of decorative sidewalks, street furniture and trash receptacles, accent and cluster trees, removal of the median and narrowing of the entry at El Camino Real, vehicular and pedestrian nodes and gathering points; uniform lighting fixtures; improvements to the alleys and related streetscape amenities. Under the preliminary design concept it was noted that 15 to 20 parking spaces would be deleted.

Following the presentation a question and answer period was provided and Mr. Fenner and Mr. French responded to numerous questions from those present.

ROUND TABLE DISCUSSION

Following a brief recess, Mayor Pro tem Mecham called on the Chairpersons or representative member of each of the Commissions/Committee to express any ideas, questions or concerns regarding subjects related to their areas of responsibility.

Parks and Recreation Commissioner John Mitchell commented on their study of upgrading the existing parks, including new play equipment; discussion related to the softball complex; a status report on San Gorgonio Park; and a proposed catalog of parks and recreation oriented gift items which interested donors might want to give the City. Mayor Pro tem Mecham noted that the Coastal Commission is withdrawing its priority listing and proposed submittal to the State Parks Commission for acquisition of the Marblehead Coastal and Nixon Library site as an expansion of the State Park system.

Community Design Commissioner Leslie Davis commented on progress with the architectural guidelines, and consideration of regulating satellite dish antennas.

Planning Commission Chairman Danielson commented on the active interest demonstrated by the Commission members, that they will be forwarding suggested General Plan Amendments relating to such items as open space management; coordination of hiking and equestrian trails between San Clemente and San Juan Capistrano; recommendations on how to deal with the new forms of residential development that is taking place in the back country. He also brought up for discussion the issue of how to deal with public parking and zoning as it relates to the Del Mar area where parking deficiencies are present and when vacancies occur and new businesses wish to come in but cannot readily meet current parking requirements. Following comments from others on this issue, Commissioner Kveskin brought up the matter of Wendy's Restaurant and the need to clarify the matter of widening El Camino Real. A review of the history of this question was discussed and comments were made from Chamber of Commerce representatives and other persons present.

#### ADJOURNMENT OF COMMISSIONS AND COMMITTEE

There being no further business, the Chairpersons or representative members of the various Commissions and Committee declared their meetings adjourned at 9:15 P.M.

#### CONTINUATION OF COUNCIL MEETING

The Council remained in session to take up an unfinished business item.

#### UNFINISHED BUSINESS

**Subject:** 52 - Acquisition of Site for Fire Station No. 2.

IN RE: Approval of agreement with San Diego Gas & Electric re acquisition of site for Fire Station No. 2.

The Interim City Manager presented for consideration the formal agreement between the City and San Diego Gas and Electric which provides for purchase by the City of 0.46 acres from SDG&E for Fire Station No. 2 in the amount of \$250,000. Mr. Brown recommended deletion of Section XXIII C. regarding who shall pay the cost of closing the median and driveway serving their existing facility, which matter could be negotiated later.

IT WAS MOVED BY COUNCILMAN DIEHL, SECONDED BY COUNCILMAN MECHAM, AND UNANIMOUSLY CARRIED to accept the contract agreement as presented and authorize the Mayor or Mayor pro tem and City Clerk to execute the agreement with deletion of Section XXIII C.

#### ADJOURNMENT

There being no further business, IT WAS MOVED BY COUNCILMAN LIMBERG, SECONDED BY COUNCILMAN DIEHL, AND UNANIMOUSLY CARRIED that the meeting be adjourned at 9:26 p.m.

*M. L. Berry*  
CITY CLERK and ex-officio Clerk of the  
City Council and for and on behalf of  
Secretaries of the various Commissions  
and Committees

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Mayor pro tem and President of the  
City Council

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Chairman of the Planning Commission

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Chairman  
Recreation Commission

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Chairman  
Commission - no quorum present

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Chairman  
Committee